

## **Abstract**

<b>Title:</b>	Sales Promotion of Reebok Products for CrossFit
<b>Objectives:</b>	The main goal of this work was to set a new sales promotion for Reebok Cross-Fit collection of products, which company has in its portfolio.
<b>Methods:</b>	Different methods were used to analyze the information and its subsequent synthesis and evaluation. Among the used analyses were put competitor analysis, BCG matrix and SWOT analysis.
<b>Results:</b>	The work result is a newly selected product sales promotion of the Reebok Cross-Fit series that could be real-world implemented. This specific sales promotion regarded the connection of hockey division, cross-fit and event marketing promotion instrument.
<b>Keywords:</b>	Product, marketing communication, sales promotion, competition analysis, BCG matrix, SWOT analysis